

Message Text

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17

ACTION EA-09

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UNCLAS BANGKOK 5949

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI - ITALTHAI INDUSTRIAL CO., LTD.

REF : USDOC 2213

1. THAILAND
2. CNTRY CODE: 549
3. SER. NO: 0150400
4. ITALTHAI INDUSTRIAL CO., LTD.
- 4A. CODE: K
5. 2013 NEW PETCHBURI ROAD, P.O. BOX 342
6. BANGKOK, THAILAND
7. ESTABL.: 1955
8. EMPL: 220
9. SIZE: (19-X) LARGE
10. REPUTATION: EXCELLENT
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE:
LOCAL MARKET.
12. RPT. DATE: 03/76
- 13A. 35310/1235 IMPORTER AND DISTRIBUTOR OF CONSTRUCTION
MACHINERY AND EQUIPMENT.
- 13B. 20840/1235 IMPORTER AND DISTRIBUTOR OF WINES AND SPIRITS.
- 13C. 28190/1235 IMPORTER AND DISTRIBUTOR OF INDUSTRIAL CHEMICALS.
- 13D. 36200/1235 IMPORTER AND DISTRIBUTOR OF ELECTRICAL
INDUSTRIAL APPARATUS.
- 13E. 35690/1235 IMPORTER AND DISTRIBUTOR OF WATER TREATMENT
EQUIPMENT.

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14. CONTACT: J. MORIN TITLE: GENERAL MANAGER.

15. CABLE: ITALTHAI
16. TELEX: TH 2740
17. TEL. 910533, 927090-4.
18. FINANCIAL REFS: BANQUE DE L'INDOCHINE, 140 WIRELESS ROAD, BANGKOK; THE HONG KONG & SHANGHAI BANKING CORPORATION, 2 BUSH LANE, SIPHYA ROAD, BANGKOK; THAI MILITARY BANK LTD., 96 RAJADAMNERN AVENUE, BANGKOK; THE UNION BANK OF BANGKOK, 624 YAWARAJ ROAD, BANGKOK; THE KRUNG THAI BANK LTD., 260 YAWARAJ ROAD, BANGKOK; THE CHARTERED BANK LTD., RAMA IV ROAD, BANGKOK; BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK. 19. TRADE REFS: CLARK INTERNATIONAL MARKETING SA., 128 EAST FRONT STREET, BUCHANAN, MICHIGAN; SEAGRAM'S OVERSEAS SALES CO., 375 PARK AVENUE, NEW YORK, N.Y.; WORTHINGTON, P.O. BOX 431, HOLYOKE, MASS.
20. AGENCY REPS: SEAGRAM OVERSEAS SALES COMPANY, 375 PARK AVENUE, NEW YORK, N.Y., WINE AND SPIRIT; MCKESSON & ROBBINS, NEW YORK, N.Y., INDUSTRIAL CHEMICALS; CLARK INTERNATIONAL MARKETING SA., 128 EAST FRONT STREET, BUCHANAN, MICHIGAN, HEAVY CONSTRUCTION MACHINERY; WORTHINGTON PUMP INTERNATIONAL INC., 270 SHEFFIELD STREET, MOUNTAINSIDE, NEW JERSEY, PUMP AND AIRCOMPRESSOR, AGENCIES ACQUIRED: N/A.
21. THIS LEADING TRADING FIRM WAS INCORPORATED IN 1955 AS A LIMITED LIABILITY COMPANY WITH AN INITIAL AUTHORIZED CAPITAL OF \$50,000, LATER INCREASED TO \$500,000. DR. CHAIJUDH KANASUTA, A WELL KNOWN THAI BUSINESSMAN AND MR. G. BERLINGIERI, AND ITALIAN, OWN EQUAL SHARES. FIRM IMPORTS WINE, SPIRITS, HEAVY CONSTRUCTION MACHINERY AND EQUIPMENT, BUILDING CONSTRUCTION MATERIALS, INDUSTRIAL CHEMICALS AND WATER TREATMENT EQUIPMENT TO SUPPLY TO LOCAL DEALERS, END-USERS AND GOVERNMENT AGENCIES.

FIRM IS CLOSELY AFFILIATED WITH FOLLOWING BUSINESSES:

ITALIAN THAI DEVELOPMENT CORPORATION (WTDR-5/74), A LARGE AND REPUTABLE CONSTRUCTION CONTRACTOR IN THAILAND, ITALTHAI HOME APPLIANCES CO., LTD., AN IMPORTER AND DISTRIBUTOR OF ELECTRICAL HOUSEHOLD APPLIANCES, NIPA LODGE CO., LTD. WHICH OPERATES A MODERN HOTEL AT PATAYA BEACH, A SUMMER RESORT ABOUT 10 KILOMETERS FROM BANGKOK, SIAM BRICK PRODUCTS CO., LTD., A MANUFACTURER OF HOLLOW TILES AND PERFORATED BRICKS, AND SIAM HOTEL SYNDICATE CO., LTD., THE OPERATOR OF THE ORIENTAL HOTEL.

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FIRM'S BUSINESS APPEARS TO BE WELL MANAGED AND HAS BEEN EXPANDING DURING THE LAST FEW YEARS. ITS AVERAGE ANNUAL SALES ARE ABOUT \$5 MILLION. PRESENTLY FIRM HAS 220 EMPLOYEES OF WHOM 20 ARE TRAVELLING SALESMEN. ITALTHAI INDUSTRIAL HAS ESTABLISHED AN EXCELLENT REPUTATION IN LOCAL BUSINESS CIRCLES AND IS ALSO HIGHLY REGARDED BY ITS BANKERS AS A REPUTABLE TRADING FIRM. THEREFORE ALL BUSINESS TRANSACTIONS WITH THIS ESTABLISHMENT ARE HIGHLY

RECOMMENDED.

22. PREPARED BY: S. SAMRAN APPROVED BY: THOMAS C. STAVE

AT: AMEMBASSY BANGKOK.

WHITEHOUSE

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NNN

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